

Rep Order# 9780425 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 1348180

Printed: 08/15/2012 10:30 AM
Last Received: 08/15/2012 10:20 AM
Showing Buylines: All Rep Revised Lines

1 of 2

CA 11
8/15

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1523
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1523
Flight Dates 08/14/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE MG LN 31 FOR SPOTS NA ON LNS 13 AND 18
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*13	SA	08/18-08/25 09/01-09/01 MADE-GOOD BY LINE 31] V9 Effective Dates Changed	6P-630P	HOLLYSCOOP	.30	\$25.00	1 0	2 1	2 0	\$50.00
*31	SA	09/01-09/01 Sales Remark. V9 MKGD MKGD FOR SPOTS MISSED ON LN #13. 9/01 1/WK, MKGD FOR SPOTS MISSED ON LN #18. 8/28 1/WK]] V9 Added	330P-7P	COLLEGE FOOTBALL-MIAMI VS. BC	.30	\$435.00	1	1	1	\$435.00
*18	TU	08/28-08/28 MADE-GOOD BY LINE 31] V9 Effective Dates Changed	10P-11P	NY MED	.30	\$410.00	0	0	0	\$0.00

---REPORT TOTALS---
Report Totals. 3 / \$485.00

---SALES MONTHLY TOTALS---

Aug 12. 109 / \$11,590.00
Sep 12. 69 / \$8,250.00

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Sales Totals. 178 / \$19,840.00
Station Totals. 178 / \$19,840.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---
Market Totals \$248,000

CABL 0% UNKN 0% WBFX 0% WCVG 0% WEMY 3.2%
WGHP 27% WMTV 5% WUPN 0% WXII 2.8% WXLV 8%

Books null
Demos RA35+

Rep Order# : 9780425 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 1348180

Printed: 08/14/2012 5:01 PM
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--- REMARKS ---

pls see lines 13 & 18 for n/a's.
let's offer.
9/1 330-7p 1x \$435
college football - miami vs boston college)
pls. advise/revise asap.
tks

11.0.1
20.0.1

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*13	SA	08/18-09/01	6P-630P	HOLLYSCOOP	.30	\$25.00	1	3	3	\$75.00
Station Remark: V8 1x n/a 9/1 (prg chg)										
*18	TU	08/28-08/28	10P-11P	NY MED	.30	\$410.00	1	1	1	\$410.00
Station Remark: V8 1x n/a 8/28 (prg chg)										

---REPORT TOTALS---

Report Totals. 4 / \$485.00

---SALES MONTHLY TOTALS---

Aug 12. 109 / \$11,590.00 Sep 12. 70 / \$8,250.00
Sales Totals. 179 / \$19,840.00
Station Totals. 179 / \$19,840.00
Lines not sent/rcld/rtrn. 0 / \$0.00

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---COMPETITIVE---

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WGHP	27%	WMYV	5%	WUPN	0%	WXII	28%	WXLV	8%

Books null
Demos RA35+